

CHAPTER I

INTRODUCTION

This chapter provide the introduction of the research. It discusses background of the study, problem statement, objectives of the study, and limitation of the study.

A. Background of the Study

Labels containing information needed by consumers to understand a product including the content, how to use, and the use of the product. Thus, information of the labels were made in various language based on where the product was made. In this globalization era, international trading becomes a common thing to full fill daily necessary in many countries including Indonesia. For Indonesian people, it is hard to understand the information in the products' label which are written in English, because it is not a daily language for Indonesia, either in spoken or written form. Because of that, translation in the label becomes a very important part in order to help consumers to understand the information in the label clearly.

According to Newmark (1988:5), translation is a process of transferring a message from one language to another, in which the result matches with the aim of the writer. In this case, translation has a function to facilitate communication between consumers and the producers of the product. Because of that, the translation of the information in the product label must have a common border.

Nida and Taber (1982:12) argued that translation is a process which attempts to change the source language into the nearest equivalent of the target language. This theory defines translation more specific to the meaning of language problem and equivalence. While Larson in (1984:169) said that translation is analyzing every single unit of the language of the SL in order to know the meaning and transfer it to TL language using appropriate grammatical structure. Thus in order to achieve the equivalence translation have to pay attention to the contextual meaning, the grammar of the languages, coherence, and their idioms. Each translator may be interpreting the massages and ideas of the text differently. So the capability of the translator will be tested as how good

is he or she represents the message of the text to the target language. This activity needs translation methods as a basic reference.

The translation text that will be investigated in this study is English – Indonesian translation in cosmetics and toiletries products label. Here is an example of information in one of the products label that will be investigated :

SL: *Ovale Micellar Cleansing Water Brightening is hypoallergenic and dermatologically tested, an easy way to remove makeup, soothe, and hydrate the face, eye areas and lips in 1 steps without rinsing. Enriched with magnolia extract helps to brighten your skin. Suitable for all skin types.*

TL : *Ovale Micellar Cleansing Water Brightening teruji secara hypoallergenic dan dermatologis yang efektif membersihkan kotoran dan sisa make up pada wajah, dan bibir tanpa perlu dibilas kulit terasa lembut dan segar. Diperkaya dengan ekstrak magnolia yang membantu mencerahkan kulit wajah. Cocok untuk semua jenis kulit*

The sentences above are translated using free translation and included into dynamic equivalence. Newmark (1988:41) state, in this translation method, the meaning of TL text is more maintained than the meaning from SL. It may change the order and amount of the words to short or longer but still in the context of the TL. Suryawinata (2014) also argue that a translation is included into free translation if it contains paraphrasing whether if it being shorter or longer. While Nida and Taber (1982) argue, dynamic equivalence tends to reproduce the message or original text in how the receptor can understand the meaning as the original text receptor. It is considering the grammatical aspect and cultural reference of the target language to achieve the naturalness of the result.

The English-Indonesian translation text will be analyzed using the theory of translation method by Peter Newmark. The researcher interested to analyze the translation method of English – Indonesian in products label because it is important for Indonesian people to get clear information of a product that described in another language. The researcher also wants to know what methods

are used by many companies to translate the information in their product and whether the translation has a good quality or not. The effective and good quality translation will give the consumers clear information about what ingredients contained in the product, how to use the product, and what the benefit and side effects of the products. Based on the phenomenon above, the researcher decides to do the research entitled "An Analysis of English – Indonesian Translation Method in Products' Label"

B. Problem Statement

Based on the phenomenon mentioned on the background of the study, this research is carried out to analyze the following research questions :

1. What are translation methods used in English-Indonesian translation in products' label ?
2. How is the equivalence orientation in English-Indonesian translation in products' label ?

C. Objectives of the Study

Based on the problem above, this research is focused on two objectives :

1. Classify the translation methods that are used in translating the English-Indonesian translation of products' label in cosmetics and toiletries products.
2. Describe how is the equivalence orientation in English-Indonesian translation of products' label in cosmetics and toiletries products.

D. Limitation of The Study

This research focus only on classifying the types of translation method based on the theories from Newmark (1988) and describing the meaning equivalence of English-Indonesian translation in products' label based on the theories of translation equivalence by Nida & Taber (1982).

E. Benefit of the Study

From this research, the writer hopes that the findings of this study are significant for three aspects :

1. Theoretical Perspective

- a) This research is expected to enrich study on linguistics especially about translation method and equivalence.
- b) This research will give more information about translation method and equivalence in the products' label.

2. Practical Perspective

a) For Students

This research is expected will enrich students' knowledge about translation method and equivalence.

b) For Teacher and Lecturer

This research is hopefully can be a beneficial reference in the teaching-learning process of translation. It facilitates lecture in improving the examples relate to the translation method and equivalence.

c) For Future Researcher

This research is expected to make a contribution to the area of translation methods in the movie and enrich the previous research findings because it involves the opinion of three persons who are expert in translation in analyzing the quality of products' label translation.

d) For Translator

The research can help the translator as e guidance to make better translation to translate the products' label or other English-Indonesian text.